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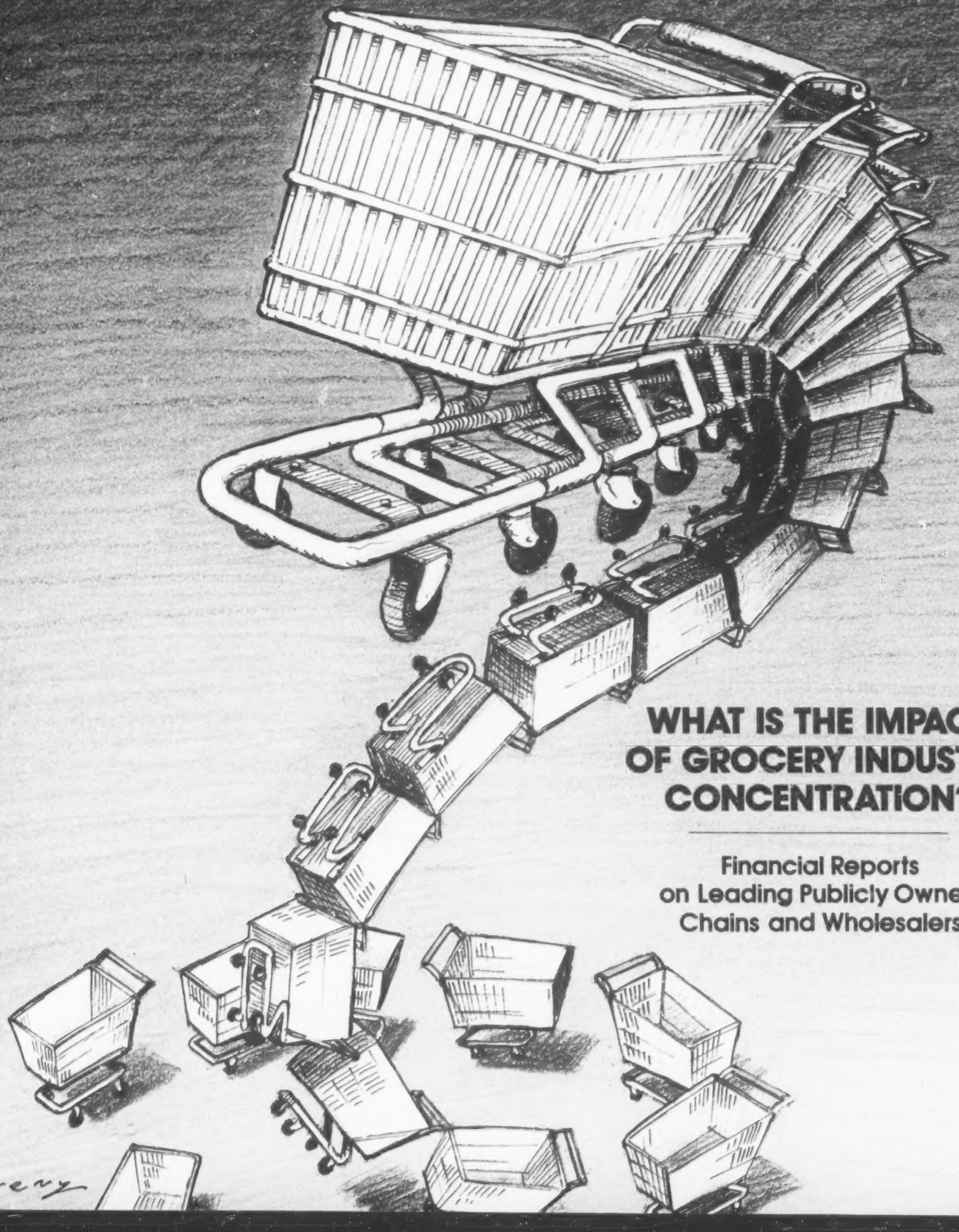

WHAT IS THE IMPACT OF GROCERY INDUSTRY CONCENTRATION?

Financial Reports
on Leading Publicly Owned
Chains and Wholesalers

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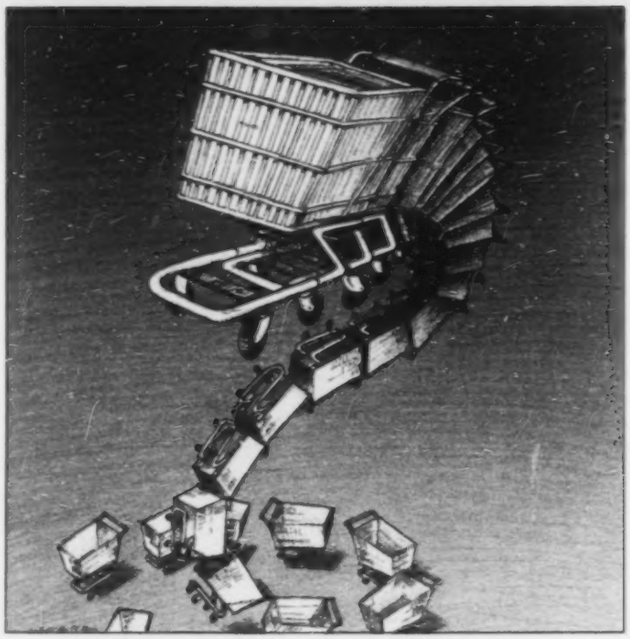

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TOP PUBLIC CHAINS

BY NORMAN BUSSEL

Top public chains rebound in sales and net income

For most of the leading grocery chains, it was a great comeback year all around. Average sales improved 13.1 percent over 1983, while net earnings increased 39.7 percent from a dismal 4.6 percent decrease the year before.

Recovering from a year of lukewarm growth and negative profits, the top public chains as a group averaged a 13.1 percent sales increase, compared with a weak 5.3 percent gain for all grocery stores in 1984.

Total sales for the leading chains group were $123.9 billion, up from $109.5 billion in 1983, while net earnings soared 39.7 percent from a minus 4.6 percent.

Heading the list in percentage sales gains were **Circle K** (+ 63.5 percent), **American Stores** (+ 51.8 percent), **Southland** (+ 37.5 percent), **Harris-Teeter** (+ 34.9 percent) and **Food Lion** (+ 25.3 percent).

Companies with declining sales included **Grand Union** (− 26.4 percent), **Pantry Pride** (− 18.2 percent), **Arden Group** (− 6.3 percent), **Mayfair Markets** (− 5.1 percent) and **Cullum Co.** (− 4.6 percent).

Weis again leads in earnings; American Stores tops in sales gain

When you look at net income, as a percent of sales, nobody even comes close to the earnings record of **Weis Markets**. While average profit margin for the 44 chains in this survey was 1.3 percent, Weis Markets' net income for 1984 was a hefty 5.77 percent on sales of $957.8 million, a 9 percent increase.

Year after year, Weis has been the leader in profitability among the nation's top food chains, through an ongoing program of cost savings and a highly productive workforce. The company successfully markets a private label line of about 1,500 products, many of which are produced by the firm's own ice cream, meat processing, cheese packaging and milk processing plants. Weis also trims its distribution costs by shipping via its own fleet of tractor-trailor trucks.

A&P showed a strong growth in the earnings column with a solid + 3.67 percent net income vs. a + 0.9 percent in 1983. Sales climbed to $5.88 billion, up from $5.22 billion the year before, a 12.6 percent gain. A&P's sales and earnings benefitted from its new store formats and new perishables departments, featuring fresh fish, bakeries and expanded delis. The company's net earning were also helped by a rise in interest income from the pension plan surplus.

With a sales increase of $4.1 billion, **American Stores** posted the largest single sales gain of any chain and ended the fiscal year with record revenues of $12.118 billion. It also jumped from fifth to third place in sales rank for the group. A large part of the firm's sales growth came with the acquisition of Jewel Companies in 1984. Last year Jewel ranked seventh among the leading chains.

Southland, barely nudged out of third place in sales rank by American Stores, was the second greatest sales gainer, with revenues of $12.105 billion, an increase of $3.3 billion. Much of Southland's sales spurt was due to the inclusion of Citgo Petroleum Corp.'s sales for the full year.

Safeway held onto first place in sales with revenues of $19.6 billion, an increase of $1.057 billion, while **Kroger** remained second at $15.9 billion, a gain of $687 million.

Sales and profits: a mixed bag

Collectively, the top chains enjoyed an earnings increase of 39.7 percent, however, one-third of the companies still slipped in profits — some for the second straight year.

While **Shopwell's** sales grew by 8.8 percent, it reported a net loss of $1.5 million as a result of the start-up and subsequent termination of One Stop, a cash-and-carry wholesale business designed to serve institutional customers and small grocery stores.

Pantry Pride ended the 1984 fiscal year with a $171.2 million decline in sales (− 18.2 percent) and net income slipped by $3.6 million (-26.7 percent). Much of the company's financial change stemmed from the closing of 56 unprofitable Pantry Pride units in Florida as it continued to battle for market share in this highly competitive environment.

Waldbaum's also experienced a second year of diminished net income (− 6.5 percent), although sales grew by $125 million (+ 7.9 percent). Among factors cited in the income slide were: a higher pretax LIFO charge, a $0.4 million pretax loss on store closings, and higher interest costs associated with the openings of two new stores.

Some shifts in top 10

American Stores increased its sales by 51.8 percent with its acquisition of Jewel Companies, whose 1983 revenues were $5.7 billion, and moved from fifth to third place in sales rank. American operates 1,486 retail stores in 40 states. There are 957 food units, 211 of which are combination stores, and 529 drug stores. During the fiscal year ended February 1985, the company sold 33 Alpha Beta food stores in Arizona, 11 Sav-on drug stores in Houston, the Rea and Derick drug chain, and 22 Alpha Beta stores in California. Future plans call for the creation of a coast-to-coast drug chain operating under the Osco Drug Co. name.

Safeway maintained a solid grip on first place with a $1.057 billion gain in sales (+ 5.7 percent), but a scant + 0.9 percent growth in net income. Management claims that intense competitive activity in several Canadian markets has severely affected operating results in that division. Other factors, which the company says reduced pretax earnings by $29.3 million, were the application of LIFO and the continuing strength of the U.S. dollar and its impact on exchange rates.

Bouncing back from disappointing results the year before, **The Kroger Co.**, the second ranking public chain, recorded sales of $15.9 billion (+ 4.5 percent) and earnings of $156.6 million (+ 23.3 percent) in 1984. The company's improved performance was aided by more favorable operating conditions as price-driven competition subsided in many of its important markets.

Earnings also benefitted from Kroger's success in trimming operating expenses by negotiating significant labor contract modifications. During 1984 Kroger purchased 86 Tom Thumb food stores in western Florida and southern Alabama. The company's SupeRx drug chain will be strengthened in the Midwest by the recent acquisition of Hook Drugs.

Southland had another banner year in 1984, with revenues up 37.5 percent and earnings up 21.6 percent. Sixty-four percent of the company's sales is derived from convenience retailing. The firm's Citgo Petroleum subsidiary provided tax benefits that reduced the company's income tax rate to 7 percent, compared with 29 percent in 1983.

Despite adverse refinery industry conditions affecting Citgo in 1984, Southland

SALES AND NET INCOME OF TOP PUBLICLY OWNED FOOD CHAINS

(RANKED BY SALES VOLUME)

(Add 000 to all dollar figures.)

84	83	Company	Fiscal Year	1984 Sales*	1983 Sales*	% Change	1984 Income*	1983 Income*	Net Change	% Change	Stores 84	Stores 83
1	1	**Safeway Stores, Inc.** (Oakland, CA)	12/29/84	$18,842,201	$18,035,217	5.7%	$185,011	$183,303	$1,708	0.9%	2,571	2,607
2	2	**The Kroger Co.** (Cincinnati, OH)**	12/29/84	15,922,891	15,236,013	4.5%	156,633	127,079	29,554	23.3%	1,874	1,780
3	5	**American Stores Co.** (Salt Lake City, UT)	2/2/85	12,338,788	7,983,677	51.8%	185,825	117,802	67,623	57.4%	957	1,020
4	3	**The Southland Corp.**[1] (Dallas, TX)	12/31/84	12,185,001	8,806,910	37.5%	160,292	131,768	28,484	21.6%	7,521	7,299
5	4	**Lucky Stores, Inc.** (Dublin, CA)	2/3/85	9,238,529	8,388,188	10.1%	94,631	105,400	(10,769)	-10.2%	822	867
6	6	**Winn-Dixie Stores, Inc.** (Jacksonville, FL)	6/26/85	7,774,498	7,302,382	6.5%	107,895	115,916	(8,021)	-6.9%	1,202	1,231
7	7	**A&P** (Montvale, NJ)	2/23/85	5,878,288	5,222,013	12.6%	215,719	47,561	168,228	UP	1,001	1,022
8	8	**Albertson's, Inc.** (Boise, ID)	1/31/85	4,235,724	3,819,531	10.7%	79,745	70,281	9,465	13.5%	434	432
9	9	**Supermarkets General Corporation** (Woodbridge, NJ)	2/2/85	4,368,250	3,517,548	23.6%	82,424	40,674	11,750	28.9%	176	130
10	11	**The Stop & Shop Companies, Inc.** (North Quincy, MA)	2/2/85	3,247,208	2,790,788	16.4%	54,845	50,801	4,044	8.0%	119	118
11	10	**The Grand Union Company** (Elmwood Park, NJ)	3/30/85	2,529,362	3,438,845	-26.4%	5,328	(115,240)	120,568	UP	383	396
12	12	**Giant Food, Inc.** (Landover, MD)	2/23/85	2,138,788	1,957,436	9.3%	45,221	40,511	4,710	11.6%	131	131
13	13	**Waldbaum, Inc.** (Central Islip, NY)	12/29/84	1,711,823	1,586,886	7.9%	13,028	13,940	(912)	-6.5%	141	142
14	17	**The Circle K Corp.** (Phoenix, AZ)	4/30/85	1,692,108	1,035,853	63.5%	33,421	21,662	11,759	54.3%	2,689	2,185
15	16	**Food Lion, Inc.** (Salisbury, NC)	12/29/84	1,486,984	1,172,488	25.3%	37,306	27,718	9,587	34.6%	251	226
16	14	**First National Supermarkets, Inc.** (Cleveland, OH)	3/30/85	1,361,984	1,278,878	6.6%	8,782	3,194	4,568	UP	145	142
17	15	**The Cullum Companies, Inc.** (Dallas, TX)	6/29/85	1,171,891	1,228,240	-4.6%	17,228	12,577	4,648	37.0%	70	128
18	18	**Borman's Inc.** (Detroit, MI)**	1/26/85	1,035,820	998,238	3.0%	(1,119)	(10,915)	9,796	89.7%	101	101
19	20	**Weis Markets, Inc.** (Sunbury, PA)	12/29/84	957,776	891,857	7.4%	55,307	50,120	5,187	10.3%	119	119
20	21	**National Convenience Stores, Inc.** (Houston, TX)	6/30/85	927,507	818,998	13.3%	15,509	18,450	(2,941)	-15.9%	1,104	1,086
21	22	**Bruno's, Inc.** (Birmingham, AL)	6/29/85	888,748	718,761	23.9%	24,982	19,345	5,707	30.3%	86	76
22	19	**Penny Pride, Inc.** (Fort Lauderdale, FL)	7/28/84	770,411	941,835	-18.2%	9,929	13,540	(3,612)	-26.7%	100	126
23	26	**Harris-Teeter/Food World, Inc.** (Charlotte, NC)	9/30/84	750,882	561,331	34.9%	14,221	11,605	2,616	24.7%	128	70
24	23	**Hannaford Bros. Co.** (Scarborough, ME)	12/29/84	707,892	624,340	13.3%	11,347	9,643	1,704	17.7%	68	67
25	25	**Delchamps, Inc.** (Mobile, AL)	6/29/85	631,098	587,508	7.4%	8,908	8,514	1,094	12.8%	78	73
26	24	**Marsh Supermarkets, Inc.** (Yorktown, IN)**	3/30/85	628,142	604,963	3.8%	6,719	1,626	3,091	UP	226	216
27	30	**Shopwell, Inc.** (Bronx, NY)**	12/29/84	563,157	511,998	8.8%	(1,548)	1,799	(3,347)	DOWN	68	65
28	28	**Big V Supermarkets, Inc.** (Florida, NY)	12/29/84	542,838	525,784	3.2%	2,156	5,812	(3,656)	-66.3%	32	31
29	29	**Penn Traffic Co. (Riverside Division)** (Dubois, PA)	2/2/85	541,785	518,688	4.4%	3,852	6,402	(2,550)	-39.8%	80	79
30	32	**Pueblo International, Inc.** (New York, NY)	1/26/85	518,308	476,808	8.7%	4,788	3,882	1,223	31.5%	44	43
31	27	**Allied Supermarkets, Inc.** (Detroit, MI)	6/28/85	514,000(e)	535,639	-4.0%	—	—	—	—	20	64
32	31	**Fisher Foods, Inc.** (Bedford Heights, OH)	12/29/84	488,477	508,450	-0.6%	(8,484)	509	(5,973)	DOWN	47	46
33	33	**Seaway Food Town** (Maumee, OH)	9/29/84	476,888	472,333	-1.3%	1,891	3,431	(1,740)	-50.7%	73	73
34	36	**King Kullen Grocery Co.** (Westbury, NY)	9/29/84	464,972	438,186	5.8%	1,962	2,484	(522)	-21.0%	51	55
35	35	**Foodarama Supermarkets, Inc.** (Freehold, NJ)	11/3/84	460,718	428,971	2.4%	218	163	55	35.5%	28	31
36	34	**Arden-Mayfair, Inc** (Compton, CA)	12/29/84	435,806	464,262	-6.3%	5,259	1,786	3,473	UP	53	84
37	37	**Munford Inc.** (Atlanta, GA)	1/3/85	423,518	395,795	7.0%	8,235	7,510	725	9.7%	1,115	916
38	39	**Victory Markets, Inc.** (Norwich, NY)	12/29/84	361,711	329,225	9.7%	2,494	2,934	(440)	-15.1%	84	87
39	42	**Farm Fresh, Inc.** (Norfolk, VA)	12/29/84	359,508	294,435	22.1%	9,778	7,080	2,698	38.1%	30	28
40	40	**Village Supermarkets, Inc.** (Springfield, NJ)	7/28/84	342,826	314,812	9.0%	35	1,776	(1,741)	-98.0%	21	21
41	38	**Mayfair Supermarkets** (Elizabeth, NJ)	9/1/84	323,881	341,180	-5.1%	1,218	3,134	(1,919)	-61.2%	31	32
42	41	**Mott's Super Markets, Inc.** ((East Hartford, CT)	12/29/84	297,818	295,357	0.8%	463	1,540	(1,077)	-69.9%	24	24
43	43	**Shop & Go, Inc.** (Mango, FL)	3/28/85	293,007	253,359	16.2%	10,205	8,944	1,261	14.1%	448	430
44	44	**Sunshine-Jr. Stores, Inc.** (Panama City, FL)	12/27/84	181,891	169,273	7.5%	2,219	1,818	401	22.1%	336	345
		TOTALS		$121,915,997	$107,805,687	13.1%	$1,840,627	$1,174,120	$466,507	39.7%	24,860	23,797

*Total company sales and net income **Also operates convenience stores (e) = Estimate. Data not yet available [1]Number of stores includes 7-Eleven, Gristedes and Charles & Co. only

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believes this acquisition will result in a number of benefits. Citgo now supplies 95 percent of 7-Eleven formats in several markets, featuring bakery-style display cases, expanded self-serve beverage bars and standup tables for fast food customers.

Lucky Stores sales were up 10.1 percent but net income declined 10.2 percent as its Gemco membership department stores and the Automotive group suffered sales setbacks. The company's food operations ended the year well, with an 18 percent increase in earnings. The firm also took a loss in its divested apparel division, selling all 240 stores in the third quarter.

Lucky's food operations are expected to continue to show good results. Over the past year, the company sold 14 unprofitable stores in Wisconsin, and completed plans to pull out of Chicago and Houston, all highly competitive markets.

Winn-Dixie improved its sales 6.5 percent but intense competition in its key markets brought a 6.9 percent drop in earnings. The company's 225 stores in the Charlotte and Raleigh markets are fighting a battle for share with an everyday low price strategy. The recent opening of the first Cub warehouse in Atlanta could move Winn-Dixie to respond with a similar price program there.

The Cub incursion into the Florida market, where Winn-Dixie operates 400 stores, will command much of management's attention in the near future. Another factor which affected Winn-Dixie's earnings was an accelerated store opening program. During the fiscal year ended June 1985, the company opened 71 units, remodeled 60, closed 38 and began construction on 69 new outlets. In contrast to Winn-Dixie's traditional disinterest in nonfoods, its new stores are allocating 40 percent of selling area to nonfoods items, and including pharmacies, floral and cosmetic departments.

Fifteen years ago, it was the nation's largest food chain, with almost 4,600 stores located in 36 states, the District of Columbia and Canada. It was a stodgy old giant, operating its own food processing plants and aloof from involvement in most industry groups. Today, **A&P** is a streamlined food chain of 1,001 stores with the ongoing objective of continued "improvement of our stores to create the right environment for customers."

With sales of $5.9 billion and earnings of $215.8 million, the company is now the seventh largest chain, but its future is much brighter. Besides the rollout of new concepts and store formats, A&P is taking the acquisition route toward faster growth through its recent purchases of 20 Pantry Pride stores in Virginia, and 11 Eagle stores, which were added to the Kohl's acquisition in Wisconsin.

Another significant step toward expansion is the company's agreement this year to acquire 93 Dominion stores in the province of Ontario, a move that will create new opportunity for the enlargement of its Canadian operation.

Albertson's ended its fiscal year in January 1985 with sales of $4.7 billion (+ 10.7 percent) and earnings of $79.7 million (+ 13.5 percent). After a 16-year absence, the chain has reentered the Tacoma, Wash. market with the superstore format, and also the Dallas market with combination stores.

The company left the Dallas market in 1977 when it terminated its partnership with Skaggs' Companies (now American Stores). Albertson's philosophy of one-stop shopping is resulting in the building of larger stores which will accommodate specialty departments and more general merchandise items.

Supermarkets General completed its fiscal year with a sales increase of 23.6 percent and growth in net income of 28.9 percent. The company's Pathmark division, a major factor in the Middle Atlantic region with supermarkets and drug stores, has now expanded into the New England region with the 1984 acquisition of Purity Supreme. Purity brings to Supermarkets General about $1 billion in annual sales, plus expertise in retailing formats such as super warehouse and convenience stores.

Reaching $3 billion in sales (+ 16.4 percent) and $54.8 million in earnings (+ 8 percent), **Stop & Shop** displaced Grand Union from the top 10 chains list. The company's commitment to the Super Stop & Shop concept resulted in the opening of nine of these high volume superstores in 1984 and plans call for eight to 10 more in 1985. The long term strategy is to convert the supermarket company into a superstore company. The Stop & Shop Manufacturing Company, also a significant contributor to sales and earnings, includes a bakery, carbonated beverage plant, household chemical plant, photo finishing plant and recycling center.

THE 10 FASTEST GAINERS IN SALES
(Greatest Dollar Increases)
(Add 000)

Chain	Sales 1984	Sales 1983	Increase in Sales
American Stores	$12,118,793	$ 7,983,677	$4,135,116
Southland Corp.	12,105,001	8,805,010	3,299,991
Safeway Stores	19,642,201	18,585,217	1,056,984
Lucky Stores	9,236,529	8,388,155	848,374
Supermarkets General	4,346,680	3,517,548	829,132
The Kroger Co.	15,922,891	15,236,013	686,878
A&P	5,878,286	5,222,013	656,273
Circle K	1,682,164	1,028,853	653,311
Winn-Dixie	7,774,480	7,302,369	472,111
Stop & Shop Co.	3,247,298	2,790,799	456,499

THE 10 FASTEST GAINERS IN SALES
(Greatest Percentage Increase)

Chain	Percent Gain in Sales	Sales Rank 1984	Sales Rank 1983
Circle K	63.5%	14	17
American Stores	51.8	3	5
Southland Corp.	37.5	4	3
Harris-Teeter (Ruddick)	34.9	23	26
Food Lion	25.3	15	16
Bruno's Inc.	23.9	21	22
Supermarkets General	23.6	9	9
Farm Fresh	22.1	39	42
Stop & Shop Co.	16.4	10	11
Shop & Go Inc.	16.2	43	43

THE 10 BEST PROFIT MARGINS
(Net Income After Taxes as Percent of Sales)

Chain	1984	1983
Weis Markets	5.77%	5.62%
A&P	3.67	.91
Shop & Go	3.48	3.54
Bruno's Inc.	2.77	2.63
Farm Fresh	2.72	2.40
Food Lion	2.54	2.36
Giant Food	2.11	2.07
Circle K	1.99	2.11
Munford Inc.	1.94	1.90
Harris-Teeter (Ruddick)	1.81	1.96

Includes only those chains with no reported losses in either year.

THE 10 BIGGEST GAINERS IN EARNINGS
(Greatest Dollar Increase)
(Add 000)

Chain	Earnings 1984	Earnings 1983	Net Increase in Earnings
A&P	$215,779	47,551	$168,228
Grand Union	5,328	(115,240)	120,568
American Stores	185,525	117,902	67,623
The Kroger Co.	156,633	127,079	29,554
Southland Corp.	160,252	131,768	28,484
Circle K	33,421	21,662	11,759
Supermarkets General	52,424	40,674	11,750
Food Lion	37,305	27,718	9,587
Albertson's	79,746	70,281	9,465
Bruno's Inc.	24,552	18,845	5,707

THE 10 FASTEST GAINERS IN EARNINGS
(Greatest Percentage Increase)

Chain[1]	Percent Gain in Earnings	Earnings Rank 1984	Sales Rank 1984
American Stores	57.4%	2	3
Circle K	54.3	14	14
Farm Fresh	38.1	23	39
Food Lion	34.6	13	15
Bruno's Inc.	30.3	15	21
Supermarkets General	28.9	11	9
Harris-Teeter (Ruddick)	24.7	18	23
The Kroger Co.	23.2	5	2
Southland Corp.	21.6	18	4
Hannaford	17.7	4	24

NOTE: Excludes A&P due to extraordinary credit from pension surplus in 1984.

THE 15 DECLINES IN EARNINGS

Chain	Earnings or Losses (000) 1984	Earnings or Losses (000) 1983	Net Decline in Earnings (000)
Lucky Stores	$ 94,631	$105,400	($10,769)
Winn-Dixie	107,895	115,916	(8,021)
Fisher Foods	(5,464)	509	(5,973)
Big V Supermarkets	1,856	5,512	(3,656)
Pantry Pride	9,928	13,540	(3,612)
Shopwell Inc.	(1,548)	1,799	(3,347)
National Convenience Stores	15,509	18,450	(2,941)
Penn Traffic	3,852	6,402	(2,550)
Mayfair Supermarkets	1,215	3,134	(1,919)
Village Supermarkets	35	1,776	(1,741)
Seaway Food Town	1,691	3,431	(1,740)
Mott's	463	1,540	(1,077)
Waldbaum's	13,028	13,940	(912)
King Kullen	1,962	2,484	(522)
Victory Markets	2,474	2,914	(440)

A LOOK AT **SUPERMARKET STOCK PERFORMANCE**

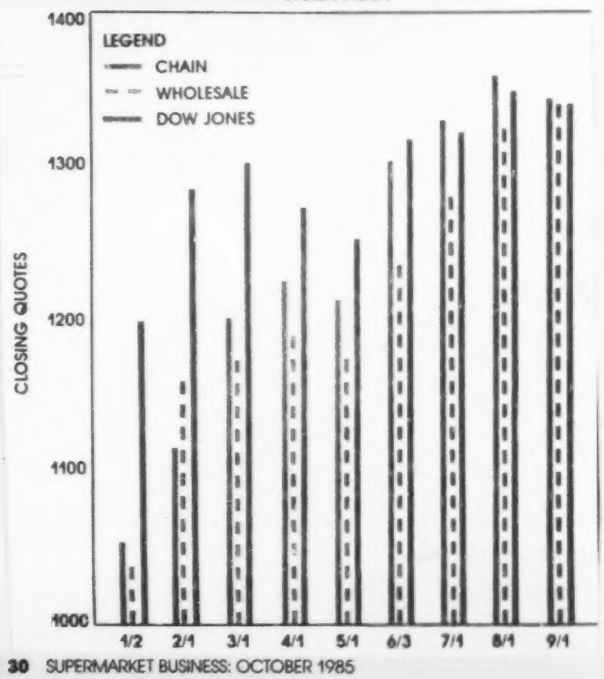
In this issue of SUPERMARKET BUSINESS, we are proud to introduce a valuable and informative financial feature that we believe will be of great value to you, our readers. Compiled by the Stock Market Analysts at Nordby International in Boulder, Colo., this financial barometer will periodically monitor the business climate of the publicly traded companies in the supermarket industry. Such an examination can prove to be a barometer-like indication of whether future business performances will be fair or foul in this industry.

This feature employs some unique concepts that will allow our readers to extract pertinent data on the financial health of this industry. First of all, Nordby International Inc. has developed a stock index exclusively for SUPERMARKET BUSINESS that will give a graphic representation of the collective performance of the stocks that make up this dynamic business segment. This index is in turn compared to the Dow Jones Industrial Average Index to see exactly how they stacked up during the period.

In other words, the individual performances of the stocks can be seen in the company-by-company table, while the performance of the entire portfolio of companies is viewed through the SUPERMARKET BUSINESS Index.

Secondly, we will employ the Market Diary, which recaps the vital statistics from the tables and graphs into a capsule format for easy review of the past week's activity. This section monitors the most active issues during the weekly period in conjunction with an index summary which compares the performance of the SUPERMARKET BUSINESS Index to a number of national index indicators.

SUPERMARKET BUSINESS
STOCK INDEX



We have attempted to be as comprehensive as possible in compiling this list of companies to be monitored. However, it is possible that we may have overlooked some companies that belong on our list. If you know of any errors or omissions, or if you have any suggestions to improve this feature, please let us hear from you.

Nordby International's Views

1985 has been a very good year for supermarket chain stores and wholesalers alike, as our financial barometer of the supermarket industry clearly indicates. Fueled by falling interest rates all year long, the Dow Jones Industrial Average has hit numerous new highs in 1985. The rise in the Dow Industrials in turn led investors (especially institutional investors) to turn their attention to secondary stocks, which usually register larger gains during bull markets like the one we're in now.

Hence the reason for the skyrocketing increases in individual supermarket stocks and the SUPERMARKET BUSINESS Chain Stock and the SUPERMARKET BUSINESS Wholesalers Stock Indices. For example, few stock indices have entered the 1,300 level like the Dow Jones Industrial Average. However, both supermarket indices easily broke the difficult 1,300 barrier early in the year and have remained there to this day.

Stock splits

Another indicator of the popularity of the supermarket stocks can be seen in the number of stock splits that occur in one month. A whopping five companies voted to split their stock last month, with many others doing so throughout the year.

The month of August saw the market take a breather, especially in the Chain Store segment of the Supermarket Industry. Profit taking by individuals and institutions wanting to lock in profits gained during this bull market, plus investor uneasiness about the future direction of the United States economy, were the reasons selling took place last month. However, the SUPERMARKET BUSINESS Wholesalers Index was the only index to finish in the black of all the indices monitored in our Market Diary.

As far as individual issues were concerned last month, Weis Markets took highest dollar-gained honors, as it tacked on $3.25 to its stock price. Conversely, Stop & Shop was the largest dollar loser, as it fell $6 a share. On the other hand, Pacific Gamble Robinson took the highest percentage-gained honors, as it added on 12.5 percent to its market value. On the losing end was Farm Fresh, as it lost 15 percent of its market value in just 30 days. The fact that there were 31 declining stocks compared to 17 advancing was the greatest reason why the SUPERMARKET BUSINESS Chain Stock Index fell 37 points (2.69 percent).

This month, we introduce a new feature about stock performance. So far, 1985 is a good year for stocks—and an exceptionally active one. We hope this chart provides some insights into this complex market.

STOCK PERFORMANCE

Exch	Company CHAINS	Ticker Symbol	Closing Price 8/1/85	Closing Price 9/3/85	Net Change in Period	Percent Change in Period	P/E Ratio	Annual Dividend Rate	Annual Dividend Yield	52 Week High	52 Week Low
NYS	A&P Super Markets	GAP	16.75	15.63	-1.12	-6.69	6	0.00	0.00	18.13	14.38
NYS	Albertson's, Inc.	ABS	29.50	28.13	-1.37	-4.64	11	.76	2.70	33.25	26.38
PHI	Allied Supermarkets, Inc.	ASU	5.00	5.25	.25	5.00	d	.15	2.86	6.00	2.25
NYS	American Stores Co.	ASC	61.25	57.13	-4.12	-6.73	10	.64	1.12	67.50	35.38
OTC	Arden-Mayfair, Inc.	ARDN	17.75	19.50	1.75	9.86	21	0.00	0.00	20.75	11.75
ASE	Big V Supermarkets, Inc.	BIV	15.50	15.13	-.37	-2.39	18	.40	2.64	15.88	9.25
NYS	Bonanza, Inc.	BRF	9.00	9.00	0.00	0.00	16	0.00	0.00	9.63	4.25
OTC	Bruno's, Inc.	BRNO	15.13	14.63	-.50	-3.30	21	.16	1.09	16.13	13.25
NYS	The Circle K Corp.	CKP	32.00	31.88	-.12	-.38	12	.74	2.32	37.00	26.50
OTC	Conna Corp.	CONA	10.75	11.75	1.00	9.30	11	.08	.68	12.25	6.00
OTC	The Cullum Companies, Inc.	CULL	27.50	26.25	-1.25	-4.55	13	.56	2.13	28.25	15.25
OTC	Delchamps, Inc.	DLCH	17.50	17.13	-.37	-2.11	13	.28	1.63	20.25	9.63
OTC	Farm Fresh, Inc. (L)	FFSH	16.13	13.75	-2.38	-14.76	13	0.00	0.00	22.50	13.63
OTC	First National Supermarkets, Inc. (H)	FOOD	23.50	24.13	.63	2.68	40	.02	.08	24.13	13.13
NYS	Fisher Foods, Inc. (H)	FHR	11.25	11.63	.38	3.38	d	.05	.43	11.63	8.50
ASE	Foodarama Supermarkets, Inc.	FSM	13.13	12.63	-.50	-3.81	5	0.00	0.00	14.38	6.75
OTC	Food Lion, Inc.	FDLNB	18.00	17.75	-.25	-1.39	22	.07	.39	19.25	10.75
ASE	Giant Food Inc.	GFS A	21.13	22.25	1.12	5.30	13	.50	2.25	22.38	11.38
ASE	Hannaford Bros. Co.	HRD	22.83	23.88	1.05	4.58	15	.50	2.09	23.88	12.25
ASE	Harris-Teeter/Food World, Inc.	RDK	25.13	26.50	1.37	5.45	10	.56	2.11	34.00	22.75
NYS	The Kroger Co.	KR	42.13	42.13	0.00	0.00	11	2.00	4.75	46.00	35.50
NYS	Lucky Stores, Inc.	LKS	21.75	22.63	.88	4.05	11	1.16	5.13	23.25	16.50
OTC	Marsh Supermarkets, Inc.	MARS	16.13	15.00	-1.13	-7.01	12	.52	3.47	17.50	14.13
OTC	Mayfair Super Markets, Inc.	MYFRA	16.33	16.00	-.33	-6.24	17	.08	.50	16.75	6.00
ASE	Mott's Super Markets, Inc. (L)	MSM	9.75	9.50	-.25	-2.56	56	.20	2.11	13.25	9.50
NYS	Munford Inc.	MFD	22.00	21.50	-.50	-2.27	11	.54	2.51	26.88	19.75
NYS	National Convenience Stores, Inc.	NCS	12.50	12.50	0.00	0.00	16	.36	2.88	18.50	10.50
NYS	Pantry Pride, Inc.	PPR	7.38	6.75	-.63	-8.54	31	0.00	0.00	8.00	3.38
ASE	Penn Traffic Co.	PNF	23.25	23.38	.13	.56	12	1.20	5.13	24.13	15.50
NYS	Pueblo International, Inc.	PII	14.88	14.13	-.75	-5.04	11	.16	1.13	15.25	9.25
NYS	Safeway Stores, Inc.	SA	31.38	30.63	-.75	-2.39	10	1.60	5.22	34.88	24.63
OTC	Seasay Food Town	SEWY	17.00	17.50	.50	2.94	9	.68	3.89	18.50	12.00
OTC	Shop & Go, Inc.	SHGO	16.50	16.13	-.37	-2.24	8	.20	1.24	19.25	11.50
ASE	Shopwell, Inc.	SH	19.13	18.75	-.38	-1.99	d	.16	.85	19.50	10.88
NYS	The Southland Corp.	SLC	37.00	35.63	-1.37	-3.70	9	1.00	2.81	39.50	24.75
NYS	Stop & Shop	SHP	44.50	38.50	-6.00	-13.48	8	1.10	2.86	61.50	36.63
ASE	Sunshine-Jr. Stores, Inc.	SJS	19.13	20.38	1.25	6.53	12	.48	2.36	21.38	11.13
NYS	Supermarkets General Corp.	SGL	45.75	44.13	-1.62	-3.54	13	.48	1.09	48.38	26.50
OTC	Victory Markets, Inc.	VMKT	17.75	17.25	-.50	-2.82	10	.40	2.32	18.00	12.50
OTC	Village Supermarkets, Inc.	VLGE	17.75	17.50	-.25	-1.41	—	.60	3.43	18.00	13.25
OTC	Waldbaum, Inc. (H)	WALD	20.75	22.75	2.00	9.64	10	0.00	0.00	25.25	16.00
NYS	Weis Markets, Inc.	WMK	29.63	32.88	3.25	10.97	—	0.00	0.00	33.00	22.00
NYS	Winn-Dixie Stores, Inc.	WIN	36.00	35.88	-.12	-.33	14	1.74	4.85	36.38	30.00
	WHOLESALERS										
OTC	Cardinal Distribution*	CDIC	18.25	17.13	-1.12	-6.14	17	.08	.47	18.75	12.00
NYS	Fleming Cos	FLM	38.50	37.38	-1.12	-2.91	13	1.00	2.68	39.75	26.75
OTC	Godfrey Co. (H)	GDFY	17.00	17.88	.88	5.18	15	.52	2.91	19.38	14.88
OTC	Nash Finch Co.	NAFC	28.75	28.75	0.00	0.00	12	1.00	3.48	30.25	18.50
OTC	Pacific Gamble Robinson Co.	PGAM	20.00	22.50	2.50	12.50	25	1.00	4.44	25.25	19.00
ASE	Super Food Services, Inc.	SFS	33.38	32.63	-.75	-2.25	14	.44	1.35	35.25	20.88
OTC	Super Rite Foods, Inc.	SRFI	23.00	22.75	-.25	-1.09	20	.20	.88	24.50	11.25
NYS	Super Valu Stores Inc.	SVU	19.94	19.75	-.19	-.95	—	0.00	0.00	22.00	14.25
OTC	Wetterau Inc. (H)	WETT	30.88	31.63	.75	2.43	12	.08	3.10	34.88	21.50

*part of Carolinal Foods, Inc.

MARKET DIARY:

MOST ACTIVE ISSUES

Largest Dollar Gainer	Weis Markets	+$ 3.25
Largest Dollar Loser	Stop & Shop Co.	-$ 6.00
Largest Percentage Gainer	Pacific Gamble Robinson	+ 12.50%
Largest Percentage Loser	Farm Fresh	- 14.76%

	Close 8/01/85	Close 9/3/85	Net Change in Period	Percent Change in Period
Supermarket Business Chain Stock Index	1372.37	1335.40	-36.97	-2.69
Supermarket Business Wholesalers Stock Index	1324.97	1328.40	3.43	.26
Dow Jones Industrial Average	1355.62	1329.19	-26.43	-1.95
Standard & Poor 500-Stock Index	192.11	187.91	-4.20	-2.19
N.Y.S.E. Composite	111.18	108.91	-2.27	-2.04
Value Line Index	203.54	198.65	-4.89	-2.40

Advances	17
Declines	31
Unchanged	4
New Highs	6
New Lows	2

Key: (H) = New High in Period (L) = New Low in Period d = Deficit
NYS = New York ASE = American OTC = Over the Counter PHI = Philadelphia
All OTC quotes are represented by the Bid Price.

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LEADING WHOLESALERS

BY NORMAN BUSSEL

Food wholesalers: The bigger they are—the bigger they grow

Is bigger necessarily better? When it comes to food wholesalers, size does provide its advantages. The nation's three largest wholesalers account for 75 percent of the sales and 85 percent of the net income of the companies in SUPERMARKET BUSINESS's survey.

In a year when some wholesalers slipped in sales and earnings, merged through economic necessity, or reorganized under Chapter 11, the largest companies just grew bigger. Why are the larger wholesalers more successful? In a word: money.

George H. Thomazin, president of Wetterau's Food Distribution Group, puts the formula this way, "In the wholesale food business, you have to create your own growth through the development of new accounts or through acquisitions." It's a fact of life that this theory works, but it requires the megabucks that only the largest players can provide.

To obtain new accounts, a wholesaler must take this business away from its competition. And the way to do this is by offering more and better services. Many wholesalers provide basic support services, such as retail accounting, advertising and merchandising.

But some smaller companies cannot supply the capital needed for sophisticated computer-based services such as data entry terminal systems, point-of-sale scanning, direct store delivery systems, shelf and price management, and instore microcomputers. With the intensity of today's competition, retailers need the edge that these kinds of services can give them.

Volume discounts

Other advantages that larger wholesalers often provide to their customers are lower prices, resulting from the supplier's volume discounts that can be passed on to the retailer, and more efficient warehouse operations. Warehouse renovations can sometimes run into multi-million dollar expenditures that most smaller wholesalers cannot afford.

One of the fastest ways for wholesalers to enter new markets is through acquisition. Again, the key to this kind of expansion is enormous investment. As the costs of running an efficient wholesale operation have escalated over the past few years, more and more small and medium wholesalers have had to decide whether to seek acquisitions, or go out of business.

Usually, the former decision offered the best prospects. And the giants of food wholesaling have not failed to capitalize on the problems of their ailing, smaller counterparts. From the number of recent offers and agreements in principle, the acquisition trend promises to continue, although the pace may become slower. As the smaller wholesalers are gobbled up by the larger firms, the supply of candidates for takeover will eventually dwindle.

Big Three control more than 21 percent of wholesale food sales

The top three food wholesalers account for 75 percent of the sales of the companies in this survey and more than 21 percent of the sales of all voluntary, cooperative and unaffiliated wholesalers in the country. Super Valu, Fleming and Wetterau are also among the most acquisition-minded wholesalers, a big factor in their unusual growth.

Super Valu, the nation's largest food wholesaler, has grown from sales of $1.78 billion in 1976 to $6.5 billion at the end of the current fiscal year. Much of the company's growth has come by way of acquisition. Super Valu now supplies 2,300 stores in 32 states and is a good bet to be the first food wholesaler to serve stores nationwide.

In the past three years, Super Valu has expanded into major markets which were within its operating territories, but where it previously had little market presence, including: Cincinnati, Chicago, Indianapolis, Milwaukee and St. Louis. The company has also acquired new distribution facilities in Albuquerque, Denver, Jacksonville, Miami and Atlanta. These new markets represent total retail food sales potential of over half a billion dollars per week.

Super Valu's recent agreement in principle to purchase West Coast Grocery Company, a Tacoma, Wash. wholesaler, would boost its annual sales by an additional $1 billion.

Striking fear in the competition

Of the 11 top public wholesalers in our survey, eight have corporately owned stores. And none are more feared by competition than Super Valu's version of the warehouse store—Cub Foods.

Ten of the present 23 Cub stores are franchised, and plans for 1986 call for an additional 11 franchise stores and one corporate store. Cub sales per store are estimated at between $35 and $55 million per year. Featuring top quality produce, good bakery, deli, fish, meat and rock bottom grocery prices, Cub does little advertising, yet draws customers from many miles away.

Of the initial furor caused by Super Valu's entry into the Minneapolis market with Cub stores, in direct competition with stores which its own warehouse supplied, Super Valu's chairman and c.e.o., Michael W. Wright, declared, "This store is not for everybody. Some people will want more service. There is room for all kinds of different formats. And we certainly think that a well-operated, friendly, clean, conventional supermarket, with good perishables and lots of service, is going to survive."

Fleming Companies, the second ranking wholesaler, serves 4,520 stores in 31 states. Sales for year-end 1984 were $5.5 billion, up from $1.7 billion in 1975. Fleming has also used acquisitions for expansion, with its latest purchase being United Grocers, Ltd., of Richmond, Calif. The United acquisition will add more than $1 billion to the company's sales in 1985.

Subleasing with Alpha Beta

Fleming gained additional distribution in northern California this year through a subleasing agreement with Alpha Beta to occupy a 539,000-square-foot warehouse in Milpitas. Fleming will service 55 Alpha Beta stores from this facility and has assisted in the sale of 19 former Alpha Beta locations to independent retailers who will be served by other Fleming centers.

Fleming supplies all kinds of retail formats, from convenience stores and combination stores, to warehouse and super warehouse stores. At the end of 1984, Fleming was supplying 38 warehouse and super warehouse stores, 12 of them operating under the name Food 4 Less, the company's warehouse store program which it franchised in 27 states.

Going the acquisition route

Wetterau has also gone the acquisition route to growth, acquiring Milgram Food Stores in early 1985 and announcing its intent to purchase two wholesalers. In May 1985, the company signed an agreement in principal to acquire the The Creasey Company, a voluntary food wholesaler in Louisville, Ky., with sales of $283 million and serving customers in seven states. In June 1984, Wetterau announced an agreement in principle to acquire Cressey Dockham & Company in Andover, Mass., with sales of $250 million.

Two years ago, in its annual report to shareholders, Wetterau set forth five basic strategies for growth: attract regional chains, acquire compatible businesses, strengthen support services, expand facilities and increase productivity.

Significant progress has already been made in reaching those goals. Wetterau currently serves 17 regional chain accounts, representing more than 300 supermarkets. Acquisitions include a chain and two wholesalers. A microcomputer system is now available to retailers. Over the past two years, nearly $60 million has been invested in plants and equipment. And distribution productivity has exceeded its four percent target increase.

In a recent SUPERMARKET BUSINESS survey, both wholesalers and retailers agreed that the greatest single problem facing them in 1985 was competition from large chains and super stores. Another area of agreement was the problem of solvency and financial assistance.

Certainly wholesalers and retailers alike share many other important concerns. But competition and financial assistance are the two issues that require priority attention. To solve these problems, wholesalers will have to provide a complete range of supporting services to their retail accounts. Those distributors who can commit to—and deliver—these services, will still be successful, long after this phase of industry consolidation has run its course.

SALES OF TOP PUBLICLY OWNED WHOLESALERS
(RANKED BY SALES VOLUME)

84	83	Company	Fiscal Year	1984 Sales ($000)	1983 Sales ($000)	% Change
1	1	Super Valu Stores (Minneapolis, MN)	2/23/85	$ 6,547,680	$ 5,727,565	14.3%
2	2	Fleming (Oklahoma City, OK)	12/29/84	5,511,819	4,898,175	12.5
3	3	Wetterau (Hazelwood, MO)	3/30/85	3,100,661	2,684,057	15.5
4	4	Super Food Services (Dayton, OH)	8/25/84	1,290,566	1,224,974	5.4
5	5	Nash Finch Co. (Minneapolis, MN)	12/29/84	1,238,319	1,142,868	8.3
6	6	Pacific Gamble Robinson (Minneapolis, MN)	12/31/84	842,075	833,199	1.1
7	7	Godfrey Company (Waukesha, WI)	2/23/85	533,813	499,393	6.9
8	9	Super Rite Foods (Harrisburg, PA)	3/2/85	375,609	286,832	31.0
9	8	Schultz Sav-O Stores (Sheboygan, WI)	12/29/84	367,575	368,813	-.3
10	10	Cardinal Distribution (Dublin, OH)	3/30/85	320,010	243,263	31.5
11	11	Bozzuto's (Cheshire, CT)	9/29/84	221,276	179,237	23.5
		TOTAL		$20,349,403	$18,088,496	12.5

NET INCOME OF TOP PUBLICLY OWNED WHOLESALERS
(RANKED BY SALES VOLUME)

84	83	Company	1984 Income ($000)	1983 Income ($000)	Net Change ($000)	% Change	Stores Serviced	Stores Operated
1	1	Super Valu Stores (Minneapolis, MN)	$107,212	$ 76,732	$30,480	39.7%	2,300	60
2	2	Fleming (Oklahoma City, OK)	49,572	41,710	7,862	18.8	4,520	—
3	3	Wetterau (Hazelwood, MO)	26,556	22,151	4,405	19.9	1,700	71
4	4	Super Food Services (Dayton, OH)	7,278	5,458	1,820	33.3	800	—
5	5	Nash Finch Co. (Minneapolis, MN)	11,686	11,067	619	5.6	1,668	92
6	6	Pacific Gamble Robinson (Minneapolis, MN)	1,393	3,121	(1,728)	-55.4	7,200 (e)	88
7	7	Godfrey Company (Waukesha, WI)	2,781	1,508	1,273	84.4	85 (e)	42
8	9	Super Rite Foods (Harrisburg, PA)	5,178	3,959	1,219	30.8	185	47
9	8	Schultz Sav-O Stores (Sheboygan, WI)	1,111	1,110	1	1	174	38
10	10	Cardinal Distribution (Dublin, OH)	3,677	2,584	1,093	42.3	135	22
11	11	Bozzuto's (Cheshire, CT)	852	757	95	12.5	220 (e)	—
		TOTAL	$217,296	$170,157	$47,139	27.7%	18,987	460

SAMI UPDATE: HBA Sales Leading the Pack in Food Stores

During the 28 days ending July 19, 1985, there was a gain of 5.0 percent for health and beauty aids items tracked by SAMI over the corresponding four-week period a year ago. During this period, SAMI started to track sales in a new category—natural vitamins, minerals and supplements, but sales of these items have not been included in the total trend.

The vitamins category, which has always included only synthetic vitamins, has been renamed to reflect the difference between the two vitamin categories. Only refrigerated foods with a four-week tonnage gain of 4.7 percent threatens to keep pace with the growth of health and beauty aids in food stores, which have been the pace setters for two consecutive reporting periods.

During this same four-week period, two product departments had tonnage losses: a decline of 0.6 percent for dry grocery: nonfoods and a decrease of 1.4 percent for frozens. Volume of dry grocery: food products managed to improve, but only by 0.1 percent. Combining all departments, unit volume was ahead of the similar period a year ago by half a percentage point, after deducting the volume of three product categories that SAMI has just started to monitor.

An increased upward thrust

The most recent gain for HBA brands of 5.0 percent represents an increased upward thrust over the preceding period, when unit volume through food stores rose 4.5 percent. However, in the prior period, gains were found in all eight product groups, whereas there were only three product groups with gains in the July reporting period: skin care aids (+17.3 percent), hair care needs (+11.5 percent) and oral hygiene (+9.6 percent).

These increases in high volume were sufficient to erase the losses in the other five product groups, where the highest decline was a fairly modest loss of 1.8 percent by baby needs. The other four product group loss rates amounted to less than 1 percent.

At the category level of measurement, the gains outpaced losses 32 to 18. This compares with a 30 to 20 ratio in the preceding period. Some 14 product categories had gain rates in excess of 10 percent, while losses of a similar amount were recorded in just six.

The highest gain rate is still found in the hair setting needs category (+148.3 percent), where hair styling mousse products are continuing to expand volume at a rapid pace.

There were unit volume losses in three of the four categories in SAMI's baby needs product group. Movement of baby oils, cream & lotions fell only 0.9 percent, but there were declines of 9.5 percent for baby powders, reversing the positive trend in the preceding period, and a major loss of 17.9 percent for infant clothes. Exhibiting strength, as has become customary, is the nursing supplies category, where a gain rate of 6.8 percent was registered.

Among deodorants, five of the eight categories tracked by SAMI were in the plus column trend-wise. A four-week gain of 1.4 million units, or 18.3 percent, was found in the stick deodorant category, which has taken volume from roll-ons

HOT ITEM

DIMETAPP® SUCCESS:

Continue to maximize it now with multiple facings, price features, co-op advertising

Your success with Dimetapp is just beginning. Dimetapp, the #1 cold and allergy brand prescribed by doctors*, is already showing dramatic movement at retail in its new, non-prescription formulas.

Dimetapp advertising and promotion programs are underway to turn the product even faster. These programs include:

- Heavy network TV and magazine support throughout the cold season
- 130 million store coupons in national FSI's and leading consumer magazines
- 10 million professional samples to physicians' offices

Let's continue to build the Dimetapp success with sufficient multiple facings, feature price support and impactful co-op advertising. Your merchandising efforts plus strong Dimetapp advertising and promotions will maximize profits.

A·H·ROBINS
Consumer Products Division
Richmond, Virginia 23231

*Data on file, A.H. Robins Company

(−13.1 percent) and cream deodorants (−9.5 percent), in particular.

Spray deodorants continue to show negative sales as a result of weakness for body sprays, which have failed to measure up to their initial performance. Gains of more than five percent were achieved by foot deodorants and athlete's foot remedies (+10.3 percent), deodorant and talcum powder (+10.0 percent), feminine douches (+7.7 percent) and feminine hygiene deodorants (+6.2 percent). In all eight of these deodorant categories combined, the gain rate amounted to 2.1 percent.

In addition to the dramatic growth for hair setting needs, there were important gains in four other categories of hair care needs: hair spray (+12.1 percent), hair conditioning rinses (+10.4 percent), hair dressing needs (+9.7 percent) and shampoo (+5.8 percent). Each of these rates of gain were higher than the trends on a 12- or 52-week basis. New product activity can be credited with much of the increase in these categories.

The poorest performance is, and has been of late, found in the home permanent kits category. The most recent loss of 13.0 percent is even higher than the 10.9 percent for the 12-weeks or 9.0 percent for the full year. There was a small loss of 0.4 percent for hair coloring products, which have not been the focal point of new product launchings.

In the oral hygiene product group, losses continue in the denture cleaner and adhesive categories, but there are now impressive gains among dentrifrices and the current four-week gain of 14.3 percent represents a single month increase of more than 4.2 million units.

New pumps

New pumps and tartar/plaque entries are responsible for the turnaround in this category, which had been flooded with deal merchandise to load up consumers with creams and gels. There were also gains of 5.5 percent for toothbrushes, 2.3 percent for mouthwash and 1.6 percent for breath fresheners.

An infinitesimal loss in units is seen in the proprietary remedies product group, primarily as a result of sales weakness among appetite suppressants (−15.1 percent), external analgesics (−10.1 percent) and internal analgesics

HEALTH & BEAUTY AIDS: SAMI FOUR-WEEK FOOD STORE UNIT TRENDS VS. YEAR AGO

PRODUCT GROUP AND CATEGORY	% CHANGE VS. YEAR AGO 4 WEEKS ENDING 5/24/85	4 WEEKS ENDING 6/21/85	4 WEEKS ENDING 7/19/85
BABY NEEDS	**+ 3.4%**	**+ 2.2%**	**− 1.8%**
Baby Powders	+ 8.3	+ 3.6	− 9.5
Baby Oils, Creams & Lotions	+ 1.8	− 0.5	− 0.9
Infant Clothes	−14.0	− 8.4	−17.9
Nursing Supplies	+ 8.1	+ 7.8	+ 6.8
DEODORANTS	**+ 6.1%**	**+ 2.2%**	**+ 2.1%**
Sprays	− 1.4	− 3.9	− 1.8
Roll-Ons	− 1.7	− 3.5	−13.1
Stick Deodorants & Pads	+18.5	+10.0	+18.3
Creams	− 7.2	−11.7	− 9.5
Deodorants & Talcum Powders	± 0.0	+ 3.1	+10.0
Feminine Hygiene Deodorants	+11.8	+ 7.3	+ 6.2
Foot Deodorants & Athlete's Foot Remedies	+11.9	+10.5	+10.3
Feminine Douches	+ 9.6	+ 8.6	+ 7.7
FIRST AID	**+ 6.5%**	**+ 4.0%**	**− 0.1%**
Antiseptics	+ 7.2	+ 4.8	− 3.6
First Aid Products	+ 6.3	+ 3.7	+ 1.2
HAIR CARE NEEDS	**+ 6.4%**	**+ 8.6%**	**+11.5%**
Shampoos	+ 1.1	+ 0.6	+ 5.8
Hair Sprays	+ 6.3	+ 9.5	+12.1
Hair Conditioning Rinses	+ 4.5	+ 9.8	+10.4
Hair Setting Needs	+132.7	+178.3	+148.3
Home Permanent Kits	− 7.6	−11.8	−13.0
Hair Coloring	+ 7.1	+ 3.2	− 0.4
Hair Dressing Needs	+ 4.3	+ 5.2	+ 9.7
ORAL HYGIENE	**− 4.4%**	**+ 3.7%**	**+ 9.6%**
Toothpastes & Powders	− 6.5	+ 3.3	+14.3
Mouthwashes	+ 2.1	+ 7.9	+ 2.3
Breath Fresheners	− 2.7	+10.5	+ 1.6
Denture Cleaners	− 6.0	− 9.2	− 4.7
Denture Adhesives	− 3.2	− 2.1	− 5.7
Toothbrushes	− 0.7	+ 6.8	+ 5.5
PROPRIETARY REMEDIES	**+ 0.8%**	**+ 3.8%**	**− 0.1%**
Antacids	+ 2.8	+ 5.1	+ 3.5
Internal Analgesics	+ 4.1	+ 2.9	− 7.4
External Analgesics	− 0.5	− 2.2	−10.1
Cold Tablets	+ 1.9	+ 6.9	+11.2
Nasal Sprays—Drops—Inhalers	− 2.2	+ 1.8	+ 0.8
Chest Rubs	−14.2	− 6.7	+ 2.1
Cough Remedies	−11.4	+ 0.4	+ 4.6
Laxatives	− 2.2	− 0.7	+ 1.7
Sleeping Aids	+15.0	+17.9	+11.4
Tranquilizers	−29.1	−23.2	−26.5
Synthetic Vitamins (Natural Vitamins, Minerals, Supplements)	+ 1.3	+ 8.1	− 0.8
Eye Care Products	+26.8	+ 26.2	+27.8
Appetite Suppressants	−13.5	−11.9	−15.1
SHAVING NEEDS	**− 0.3%**	**+ 1.0%**	**− 0.3%**
Shaving Creams	+ 3.3	+ 4.4	+ 4.5
Pre-Shave Lotions	+ 5.2	− 2.4	+ 3.0
After-Shave Lotions	+ 1.7	−10.8	− 4.1
Razor Blades	− 1.8	+ 1.5	− 1.8
Razors & Blades	− 9.0	− 2.7	+ 4.1
SKIN CARE AIDS	**+ 3.9%**	**+ 9.9%**	**+17.3%**
Hand & Body Creams & Lotions	+13.6	+14.0	+20.8
Facial Preparations	+10.3	+12.9	+27.3
Lip Care Products	−14.1	+12.6	+22.9
Suntan Lotions & Oils	−10.5	− 4.9	+15.0
Cosmetic & Medicated Skin Aids	+ 4.0	+ 8.7	+ 4.6
TOTAL ALL CATEGORIES	**+ 1.8%**	**+ 4.4%**	**+ 0.7%**

Schering

LATE FALL PROMOTION

October 7- November 15, 1985

'A and D' Ointment Reg. TM
Afrinol®
Cod Liver Oil Concentrate
Demazin®

• Extra 8⅓% Open Stock Discount

• Up to 10% co-op ad allowance on 'A and D' and Afrinol

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